


Impact of The Development of The National Pop Art Industry on The Development of National Values

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Abstract

This article analyzes the impact of the development of the national pop art industry on the development of national values. At the same time, special emphasis is placed on the reforms being implemented in this area in our country. The inextricable link between pop art and national traditions and its impact on national values are also discussed. The activities of the national pop and concert-spectacle organization “Uzbekkonsert” are also partially studied.

Key words: pop art, performing arts, state institution, professionalism, art and culture.

Introduction

Each direction of the art sphere is unique and unique, and national pop art is of particular importance. In particular, pop art, which means "table" in Spanish, represents the embodiment and genre of popular, entertaining musical, artistic, dance, and spectacle performances, and includes a stage professional musical art form.

It is no secret that the original origins of pop art, just as it was nourished by folk oral art, turned into popular, spectacular youth entertainment art forms in the 19th century. Terms such as show in America, pop in Russia, variety in France, and music hall in England took over the world stages in the form of concert performances that reveal the essence and essence of holidays and events.

In our opinion, one of the effective ways to develop our modern singing is to form a national pop art based on deep historical foundations. Indeed, “Music, especially its extremely popular form, if it loses its national support, can become a tool for cultural expansion of certain countries. In order to prevent such a dangerous situation, it is necessary to nationalize pop music, that is, to instill, or more precisely, to instill, the national spirit of the people into pop

music.”

In our country, traditional examples of pop art performances began with performances such as a series of songs that met the requirements of the stage, or from stage works such as mass stage dances performed at folk festivals, circle dance ensembles, and trumpet and horn performances, and on the other hand, they were reflected in the repertoires of pop symphony orchestras, pop theaters, and pop groups.

Materials and Methods

Today, the state institution "Uzbekkonsert" is responsible for the development of pop art in Uzbekistan, as well as coordinating the activities of pop groups and solo performers.

The Uzbekconcert State Institution is a state institution under the Ministry of Culture of the Republic of Uzbekistan that implements a single state policy in the field of concert and entertainment activities in our country, including organizational and creative work on the organization, development and coordination of national pop, opera, national dance and choreographic art, orchestras, and touring and concert activities. The Uzbekconcert State Institution was established on the basis of the Uzbeknavo pop association and the Uzbekraqs national dance association in accordance with the Decree of the President of the Republic of Uzbekistan No. PD-4956 dated February 15, 2017 "On measures to further improve the management system in the sphere of culture and sports".

In its activities, the State Institution "Uzbekconcert" is guided by the Constitution and laws of the Republic of Uzbekistan, resolutions of the chambers of the Oliy Majlis of the Republic of Uzbekistan, decrees, resolutions and orders of the President of the Republic of Uzbekistan, resolutions and orders of the Cabinet of Ministers, and the Resolution of the Cabinet of Ministers of the Republic of Uzbekistan dated August 28, 2017 on the organization of the activities of the State Institution "Uzbekconcert" The Charter and other legal acts approved by the Resolution No. 678 of the Government of the Republic of Uzbekistan "On the State Enterprise "Uzbekkonsert" shall be applied.

The State Enterprise "Uzbekkonsert" shall report on its activities to the Ministry of Culture of the Republic of Uzbekistan and the Council for the Development and Coordination of National Pop Art.

The State Enterprise "Uzbekkonsert" shall be considered a legal entity, shall bear the State Emblem of the Republic of Uzbekistan, the State It shall have a seal with its name in the language of the Republic of Uzbekistan, its own letterheads, an independent balance sheet, and an account number in national and foreign currency in banking institutions. The main tasks of the state institution "Uzbekkonsert" are as follows:

- To pursue a unified state policy in the field of concert and touring activities in our country;
- To organize and coordinate concert and touring activities;
- Identify and support young and talented performers, ensure and encourage the creation of high artistic musical works, songs and video clips;
- Further enhance the role of national dance and choreography, opera and orchestras in the development of Uzbek national culture, develop their ideological and artistic directions in harmony with national and universal values;
- Organization and coordination of touring and concert activities in our country and abroad.

The pop direction is included in the special education system as a field of study.

Today, the development of our national spirituality, the issues of raising a spiritually mature person have become one of the priority areas of our state policy.

At the same time, positive efforts are being made to raise the performance of national musical variety art to a professional level, including the creation and development of a national school of variety singing. The opening of the “Variety Performance” department for the first time at the Tashkent State Conservatory in 1996, the launch of a new “Variety Art” faculty at the State Conservatory of Uzbekistan from the 2002-2003 academic year, and the establishment of an academic lyceum for gifted children under this conservatory are another evidence of the great importance attached to the development of this area. It should be noted that the training school at the Department of Variety Singing of the State Conservatory of Uzbekistan is methodologically based on a professional basis. Today, the teachers of the department are working on new scientific and methodological works, textbooks, and manuals.

Every nation is brought to the world stage by its art and sports, because these areas do not need a separate translation. The culture and art of each nation are one of the main factors determining its dignity as a people. The constant search for creativity, in addition to giving aesthetic pleasure, elevates the human spirit, and the role of songs, especially meaningful and modern songs, is very important in this regard.

Our country, moving towards further strengthening its place and significance in the world arena, has implemented systematic measures aimed at further developing national culture, creating a new history of a new Uzbekistan, preserving and promoting masterpieces of tangible and intangible cultural heritage, further popularizing folk oral creativity and amateur art, ensuring the active integration of our country into the world cultural space, and innovative development of the culture and arts sector. The Decree of the Head of State “On measures to further increase the role and influence of the culture and arts sector in the life of society” of May 26, 2020 opens the door to great opportunities necessary for the development

of the sector.

Art, which has a direct and significant impact on the spiritual development of a person, especially the participation of the population in concert-spectacle events, gives a special incentive to the artist, while the growth of the abilities of the participant and the listener, and the rise of the cultural and aesthetic level of the population, greatly contribute to the improvement of this field of art.

Results and Discussion

Vital reforms in the development of modern pop singing are discovering not only new works, but also new names, new talents. That is why the interest in pop art among the general public, especially among young people, and the encouragement for the creation of new creative groups are growing.

Our state pays great attention to improving the culture of national pop art, the professional qualifications of pop artists, and creating suitable conditions for the creative activity of young artists. Along with mature musical works that serve to educate the mature generation in the spirit of love for the Motherland and respect for national art, due to the cold attitude of the responsible organizations and some pop groups and solo performers, songs that are shallow in content and artistically weak are also being featured in concert programs, radio and television channels, and are being distributed through audio and video cassettes, which in turn has a strong impact on the spiritual education of our youth and all members of our society in general.

The great attention paid to pop art by our state and government in recent years, measures aimed at eliminating the creative and theoretical problems that have accumulated over many years, have not yet yielded results, and various discussions have arisen in practice, and this issue still remains complex. In order to create national pop performing schools, train highly qualified specialists, and effectively use scientific potential to develop national pop art, as well as the Resolution of the President of the Republic of Uzbekistan No. PD-4908 dated December 2, 2020 "On the broad celebration of the 85th anniversary of the birth of People's Artist of Uzbekistan Botir Zokirov" provided a great impetus to promoting the life and creative activities of the great artist.

In accordance with the resolution, the National Institute of Pop Art named after Botir Zakirov was established under the State Conservatory of Uzbekistan, and the main tasks of the institute in terms of content and essence were the training of qualified specialists and scientific and pedagogical personnel in the field of national pop art, and the creation of broad opportunities for their scientific and creative activities.

In the field of national pop art, educational and methodological literature is created, in-depth study of the work of outstanding composers and arrangers, singers and musicians is carried out, as well as the transcription of samples of national pop art performance into music, and fundamental, practical and creative research and studies are carried out in the field of national pop art.

The restoration and development of the unique performance styles and traditions of creative schools formed in the field, the recording and widespread implementation of examples of modern performance styles of national pop music, the in-depth study of the socio-historical roots, scientific and theoretical foundations, and aspects related to national and universal values of national pop music with the participation of scientists and performing specialists will be carried out.

Further development of national pop music, support and development of the activities of performing and creative schools formed in this regard, and the creation of a “Golden Fund” of modern performance examples in the direction of national pop music will be initiated.

Efforts such as fostering a sense of national identity, high artistic and aesthetic taste and thinking in the minds of our people, especially the younger generation, through national pop music, establishing international cooperation with foreign educational institutions and organizations in the field of pop music, exchanging experiences, and implementing joint educational programs and scientific projects will greatly contribute to the improvement of not only pop music, but also the entire musical art.

Conclusion

In short, the topic of organizing and managing the national variety show is one of the urgent issues that has been implemented and is being implemented in our country so far, whether it is in the field of show business representatives or in the field of maqom art, all artists and amateur youth, all of whom should look at the national variety genre with special affection and eyes and achieve great love for this genre in the hearts of the people with measures aimed at its further development.

What measures should be taken to preserve national values and national identity in our variety?

Currently, in order to further develop the national variety, our forgotten national-classical, lyrical, traditional songs, which are being forgotten, will be combined with the national variety genre, discovering a new image, and conveying the work to the future generation without losing its words and national melody.

It is necessary to consider the main task of organizing pop music circles under singing and

dance ensembles and taking a number of measures to expand the scope of this direction, train experienced and dedicated specialist leaders for it, and develop annual work plans, repertoire plans, and popularize the holding of report concerts consisting of works prepared during the year.

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